LEO BURNETT COMPANY, *Inc.*

Ad No. 111—Req. No. 77309—Page—B&W—7 x 10 in.—{Fiesta of Five Flags / Yale / Business Today}—1971 (A)

Printed in U.S.A.

TUNGSTEN STEEL MAKES NEW PERSONNA 74* THE SHARPEST, LONGEST-LASTING RAZOR BLADE MADE.

A razor blade can only be as good as the metal it's made of. A harder metal can hold a sharper edge. That's why Personna began experimenting with Tungsten Steel. A metal known for its toughness, its ability to hold a sharp cutting edge.

Tungsten Steel: developed exclusively for Personna.

Few people knew enough about the complex technology of Tungsten Steel to make a razor blade out of it. So Personna went all the way to Sweden to work with precision steel experts. There we spent three years developing and perfecting the Tungsten Steel blade exclusively for Personna.

Tungsten vs. Platinum.

Platinum is a soft metal. Great for fine jewelry because it's easy to mold and work with. But Personna wanted a harder metal, because a harder metal holds a sharper cutting edge. Tungsten Steel is one of the hardest metals known to man. That's why it's used in high-speed cutting tools and fine cutlery—even for cutting diamonds. *No* metal holds a sharper edge than Tungsten Steel.

More than just a coating; more than just a "plus."

Today, most razor blades are coated with a metal film to add strength to the blade edge. In fact, Personna 74 is coated with Titanium. But the new Personna 74* is more than just a coating. It's made from a new blade steel—Tungsten Steel. So the toughness is built right into the blade. That's why Personna 74* stays sharper. Longer.

The sharpest, longest-lasting razor blade made.

Perfecting this Tungsten Steel razor blade, which fits all double-edge razors, wasn't easy. But the results have been amazing. Test after test has shown that this new blade is the sharpest, longest-lasting razor blade made. No other razor blade can make that claim! And no other razor blade can give *you* a more comfortable shave than the Personna 74*!

Tungsten-tough, to smooth out your shave.

DOUBLE-EDGE

*74 is the element number of Tungsten

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